

Fig. 1

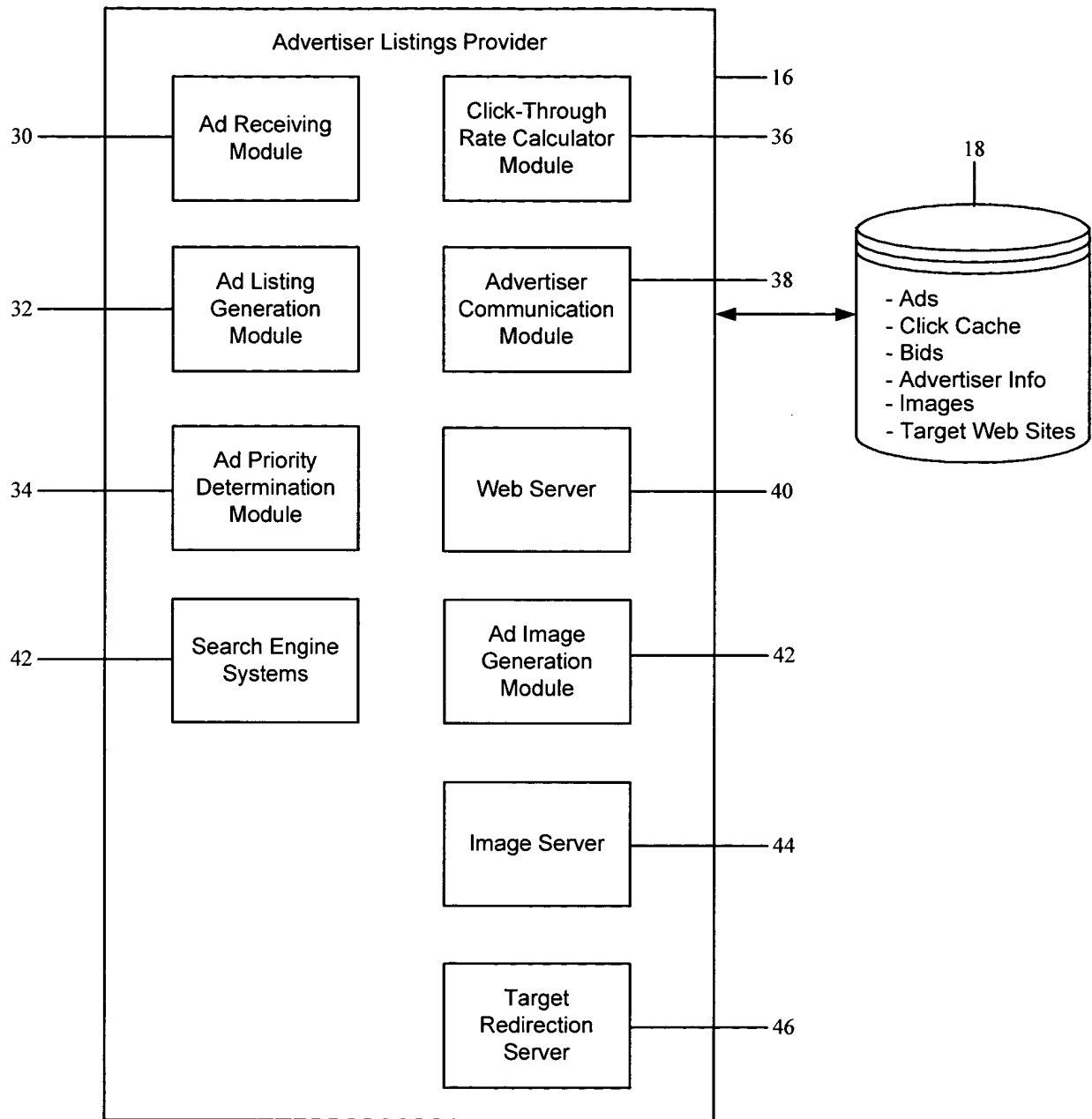


Fig. 2

**SIGN UP**

**CREATE USERNAME & PASSWORD**

CHOOSE A USERNAME

ENTER YOUR EMAIL ADDRESS

PASSWORD

CONFIRM PASSWORD

300

Fig. 3

PLACE ADVERTISEMENT USING SEARCH TERM	
PRIMARY ADVERTISEMENT	
ENTER SEARCH TERM	<input type="text" value="video game"/> 402
ENTER LISTING TITLE	<input type="text" value="V-G video games for sale"/> 404
ENTER DISPLAY URL	<input type="text" value="www.v-g.com"/> 406
ENTER TARGETED URL	<input type="text" value="www.v-g.com/model52.html"/> 408
ENTER DESCRIPTION	<input type="text" value="V-G has games for all interests"/> 410
SUBMIT PRICING	<input type="text" value="\$0.20"/> 412
ADD OTHER SEARCH TERMS	<input type="text"/>
<input type="button" value="CANCEL"/>	<input type="button" value="SUBMIT &amp; CONTINUE"/>

400

Fig. 4(a)

PLACE ADVERTISEMENT USING SEARCH TERM	
ALTERNATIVE ADVERTISEMENT	
ENTER SEARCH TERM	<input type="text" value="video games"/> 402
ENTER LISTING TITLE	<input type="text" value="V-G - we got games"/> 404
ENTER DISPLAY URL	<input type="text" value="www.v-g.com"/> 406
ENTER TARGETED URL	<input type="text" value="www.v-g.com/model52.html"/> 408
ENTER DESCRIPTION	<input type="text" value="V-G basketball online - WE GOT GAME!"/> 410
SUBMIT PRICING	<input type="text" value="\$0.25"/> 412
ADD OTHER SEARCH TERMS	<input type="text"/>
<div><input type="button" value="CANCEL"/> <input type="button" value="SUBMIT &amp; CONTINUE"/></div>	

Fig. 4(b)

400

CONFIRM LISTINGS FOR SEARCH TERMS						
#	SEARCH TERM	TITLE	URL	PRICE	RANK	
1	video games	V-G video games on sale	www.v-g.com	\$0.20	3	<input type="button" value="EDIT"/>
2	video games	V-G WE GOT GAMES		\$0.25	1	<input type="button" value="EDIT"/>
3						<input type="button" value="EDIT"/>
4						<input type="button" value="EDIT"/>
<div><input type="button" value="CANCEL"/><input type="button" value="CONFIRM &amp; CONTINUE"/></div>						

500

Fig. 5

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
<input type="checkbox"/> ALL SUGGESTED CATEGORIES <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PARENTING <input type="checkbox"/> BREASTFEEDING <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> POST PARTUM		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input type="checkbox"/> ARTS & ENTERTAINMENT <input type="checkbox"/> AUTOMOTIVE <input type="checkbox"/> COMPUTING & TECHNOLOGY <input type="checkbox"/> EDUCATION <input type="checkbox"/> HEALTH & FITNESS <input type="checkbox"/> HOUSE & HOME <input type="checkbox"/> JOBS & CAREERS <input type="checkbox"/> MONEY <input type="checkbox"/> PARENTING & FAMILY		
<input type="button" value="CANCEL"/>		<input type="button" value="SAVE &amp; CONTINUE"/>

600

Fig. 6

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
<input type="checkbox"/> ALL SUGGESTED CATEGORIES <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PARENTING <input type="checkbox"/> BREASTFEEDING <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> POST PARTUM		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input checked="" type="checkbox"/> PARENTING & FAMILY	<input type="checkbox"/> ADOPTION <input type="checkbox"/> DAYCARE/PRESCHOOL <input type="checkbox"/> FATHERHOOD <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> SINGLE PARENTS <input type="checkbox"/> STAY-AT-HOME PARENTS <input type="checkbox"/> PARENTING SPECIAL NEEDS <input type="checkbox"/> PARENTING: BABIES & TODDLERS	
<input type="button" value="CANCEL"/>		<input type="button" value="SAVE &amp; CONTINUE"/>

700

Fig. 7

PLACE ADVERTISEMENT ON LEVEL NODES		
CHOOSE CATEGORIES BASED UPON KEYWORD		
<input type="checkbox"/> ALL SUGGESTED CATEGORIES <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PARENTING <input type="checkbox"/> BREAST FEEDING <input type="checkbox"/> PREGNANCY/BIRTH <input type="checkbox"/> POST PARTUM		
CHANNEL LEVEL NODES	SUBJECT LEVEL NODES	DOCUMENT LEVEL NODES
<input checked="" type="checkbox"/> PARENTING & FAMILY	<input checked="" type="checkbox"/> PREGNANCY/ BIRTH	<input type="checkbox"/> GETTING PREGNANT <input type="checkbox"/> SIGNS & SYMPTOMS <input type="checkbox"/> PREGNANCY <input type="checkbox"/> PRENATAL TESTS <input type="checkbox"/> LABOR & BIRTH <input type="checkbox"/> POST PARTUM <input type="checkbox"/> YOUR BABY <input type="checkbox"/> BREAST FEEDING <input type="checkbox"/> PREGNANCY LOSS
<input type="button" value="CANCEL"/>		<input type="button" value="SAVE &amp; CONTINUE"/>

800

Fig. 8

900 —

PLACE ADVERTISEMENT ON LEVEL NODES	
<b>CONFIRM LISTINGS</b>	
<input checked="" type="checkbox"/>	PREGNANCY
<input checked="" type="checkbox"/>	LABOR & BIRTH
<input checked="" type="checkbox"/>	POST PARTUM
<input checked="" type="checkbox"/>	YOUR BABY
<input checked="" type="checkbox"/>	BREAST FEEDING
UNCHECK THE CATEGORIES THAT YOU DO NOT WANT AND CLICK 'UPDATE CHANGES' BEFORE SAVING.	
<input type="button" value="CANCEL"/>	<input type="button" value="UPDATE CHANGES"/> <input type="button" value="SAVE &amp; CONTINUE"/>

Fig. 9

PLACE ADVERTISEMENT ON LEVEL NODES	
PRIMARY LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/ <b>BREAST FEEDING</b>	
ENTER LISTING TITLE	<input type="text" value="B-P breast pumps for sale"/> 1002
ENTER DISPLAY URL	<input type="text" value="www.b-p.com/modelB"/> 1004
ENTER TARGETED URL	<input type="text" value="www.b-p.com/modelB"/> 1006
ENTER DESCRIPTION	<div><input type="text" value="Purchase now...limited time offer on B-P breast pumps"/> 1008</div>
SUBMIT PRICING	<input type="text" value="\$0.12"/> 1010
<input type="button" value="CANCEL"/>	<input type="button" value="SUBMIT &amp; CONTINUE"/>

1000

Fig. 10(a)

PLACE ADVERTISEMENT ON LEVEL NODES	
ALTERNATE LISTING: PARENTING & FAMILY/PREGNANCY/BIRTH/ <b>BREAST FEEDING</b>	
ENTER LISTING TITLE	<input type="text" value="b-p breast pumps"/> 1002
ENTER DISPLAY URL	<input type="text" value="www.b-p.com"/> 1004
ENTER TARGETED URL	<input type="text" value="www.b-p.com"/> 1006
ENTER DESCRIPTION	<div style="border: 1px solid black; padding: 5px;">B-P - when only the best will suit your baby</div> 1008
SUBMIT PRICING	<input type="text" value="\$0.15"/> 1010
<div><input type="button" value="CANCEL"/> <input type="button" value="SUBMIT &amp; CONTINUE"/></div>	

1050

Fig. 10(b)

PLACE ADVERTISEMENTS ON LEVEL NODES					
CONFIRM LISTINGS					
#	CATEGORY	TITLE	URL	BID	RANK
1	PREGNANCY	BREAST PUMPS	www. b-p.com	\$ .10	2
2	LABOR & BIRTH	BREAST PUMPS	www. b-p.com	\$ .08	2
3	POST PARTUM	BREAST PUMPS	www. b-p.com	\$ .02	3
4	YOUR BABY	BREAST PUMPS	www. b-p.com	\$ .05	5
5	BREAST FEEDING	BREAST PUMPS	www. b-p.com	\$ .15	1

CANCEL

CONFIRM & CONTINUE

1100—

Fig. 11

SIGN UP		
PROVIDE CONTACT INFORMATION		
FIRST NAME	<input type="text" value="John"/>	1202
LAST NAME	<input type="text" value="Advertiser"/>	1204
COMPANY NAME	<input type="text" value="Advertiser1.com"/>	1204
STREET ADDRESS	<input type="text" value="100 Advertiser.way"/>	1206
CITY	<input type="text" value="Adville"/>	1208
STATE	<input type="text" value="New York"/>	1212
ZIP	<input type="text" value="55555"/>	1214
COUNTRY	<input type="text" value="USA"/>	1216
YOUR PRIMARY EMAIL ADDRESS	<input type="text" value="john@advertiser1.com"/>	1218
PHONE NUMBER	<input type="text" value="555-555-5555"/>	1220
FAX NUMBER	<input type="text" value="555-555-5556"/>	1222
INDUSTRY	<input type="text" value="Consumer Health"/>	
<div>CANCEL</div> <div>SAVE &amp; CONTINUE</div>		

Fig. 12

<b>SIGN UP</b>	
<b>PROVIDE BILLING INFORMATION</b>	
CREDIT CARD INFORMATION	
CARD TYPE	<input type="text" value="Visa"/>
CARD NUMBER	<input type="text" value="555-5555-5555-5555"/>
EXPIRATION DATE	<input type="text" value="12"/> <input type="text" value="05"/>
SECURITY CODE (IF APPLICABLE)	<input type="text" value="982"/>
<b>ACCOUNT AUTO-REPLENISH</b>	
SIGN ME UP FOR AUTO-REPLENISH	<input checked="" type="checkbox"/>
WHEN MY ACCOUNT BALANCE REACHES	\$ <input type="text"/>
CHARGE MY CARD FOR THIS AMOUNT	\$ <input type="text"/>
<b>BILLING ADDRESS</b>	
<input checked="" type="checkbox"/> SAME AS MY CONTACT ADDRESS	
FIRST NAME	<input type="text"/>
LAST NAME	<input type="text"/>
STREET ADDRESS	<input type="text"/>
CITY	<input type="text"/>
STATE <input type="text"/>	ZIP <input type="text"/>
COUNTRY	<input type="text"/>
<input type="button" value="CANCEL"/>	<input type="button" value="SAVE &amp; CONTINUE"/>

1302

1304

1300

1306

Fig. 13

ACCOUNT REGISTRATION SUMMARY	
YOU SIGNED UP FOR THE FOLLOWING:	
(#) SEARCH ITEMS	<input type="button" value="EDIT"/>
(#) NODE LEVEL LISTINGS	<input type="button" value="EDIT"/>
CONTACT INFORMATION	<div>John Doe JoDo Industries 72 Bedford Street New York, NY 11014 USA (FAX) 646-555-1111 (PH) 646-555-1212</div> <input type="button" value="EDIT"/>
BILLING INFORMATION	
CREDIT CARD: AM EX NO. 555555555 exp. 9999	<input type="button" value="EDIT"/>
AUTO-REPLENISH IS ACTIVE	<input type="button" value="EDIT"/>
BILLING ADDRESS	<div>72 Bedford Street New York, NY 11014 USA</div> <input type="button" value="EDIT"/>
<div><input type="button" value="CANCEL"/><input type="button" value="REGISTER"/></div>	

1400

Fig. 14

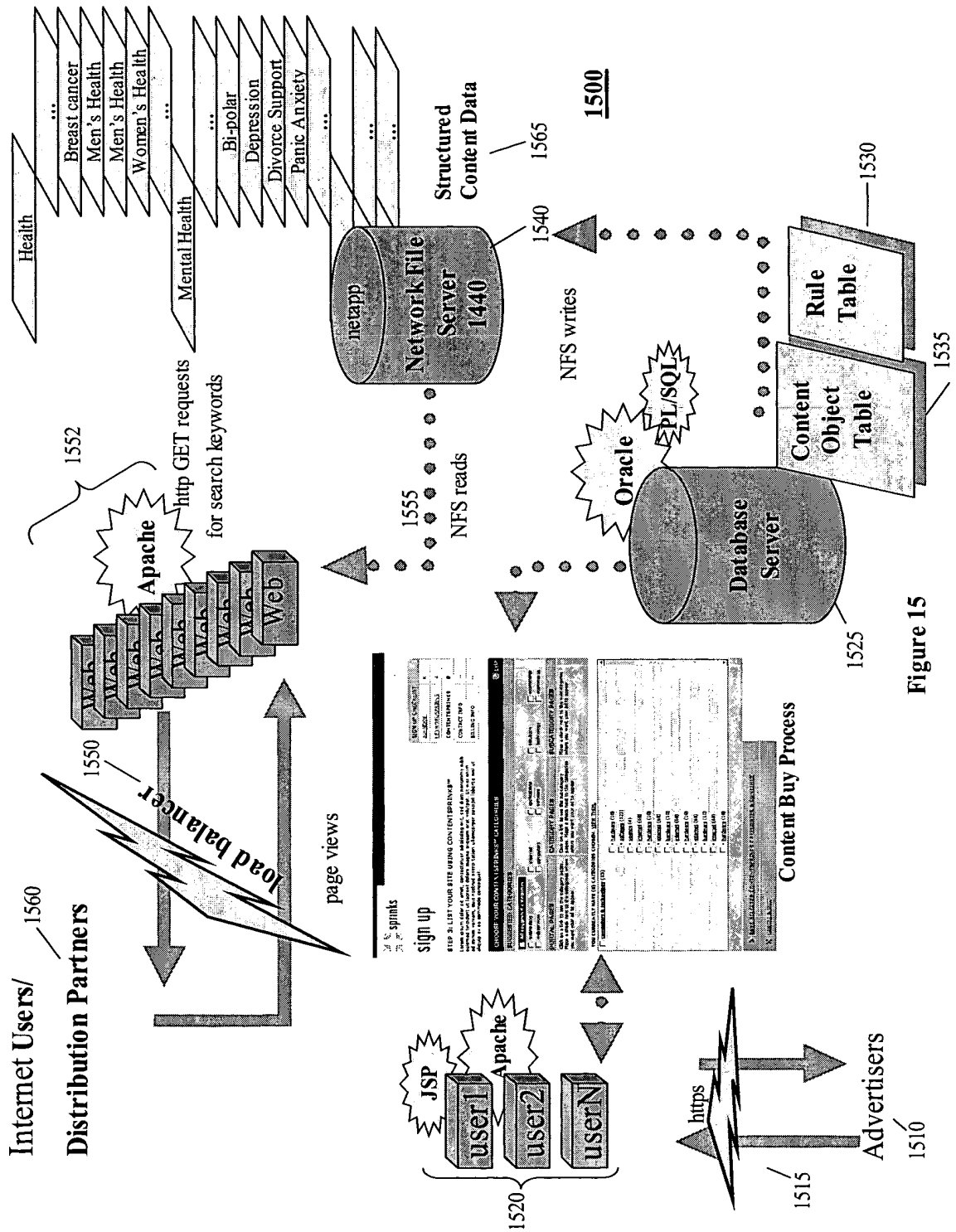


Figure 15

Keyword	Advertiser	Ad	Period	Click Through Rate	Price	RPM	Current Rank	New Rank
DVD	ABC, Inc.	Prim	8/20/02	20%	0.25	50.00	1	1
DVD	DEF, Inc.	Prim	8/20/02	10%	0.24	24.00	2	3
DVD	GHI, Inc.	Prim	8/20/02	12%	0.21	25.20	3	2
DVD	JKL, Inc.	Sec	8/20/02	2%	0.15	3.00	4	9
DVD	MNO, Inc.	Prim	8/20/02	3%	0.14	4.20	5	8
DVD	PQR, Inc.	Sec	8/20/02	15%	0.12	18.00	6	4
DVD	STU, Inc.	Sec	8/20/02	6%	0.12	7.20	6	5
DVD	VWX, Inc.	Prim	8/20/02	7%	0.10	7.00	8	6
DVD	YZ, Inc.	Prim	8/20/02	10%	0.05	5.00	9	7

Fig. 16

Advertiser	Distribution Type	Distribution Value	Ad	RPM	Active Ad	New Active Ad
ABC, Inc.	Keyword	DVD	#1	50.00	#1	#3
ABC, Inc.	Keyword	DVD	#2	47.00	#1	#3
ABC, Inc.	Keyword	DVD	#3	52.00	#1	#3
ABC, Inc.	Keyword	DVD	#4	15.00	#1	#3
DEF, Inc.	Content	Pregnancy.About.com	#1	25.00	#1	#1
DEF, Inc.	Content	Pregnancy.About.com	#2	15.00	#1	#1

Fig. 17

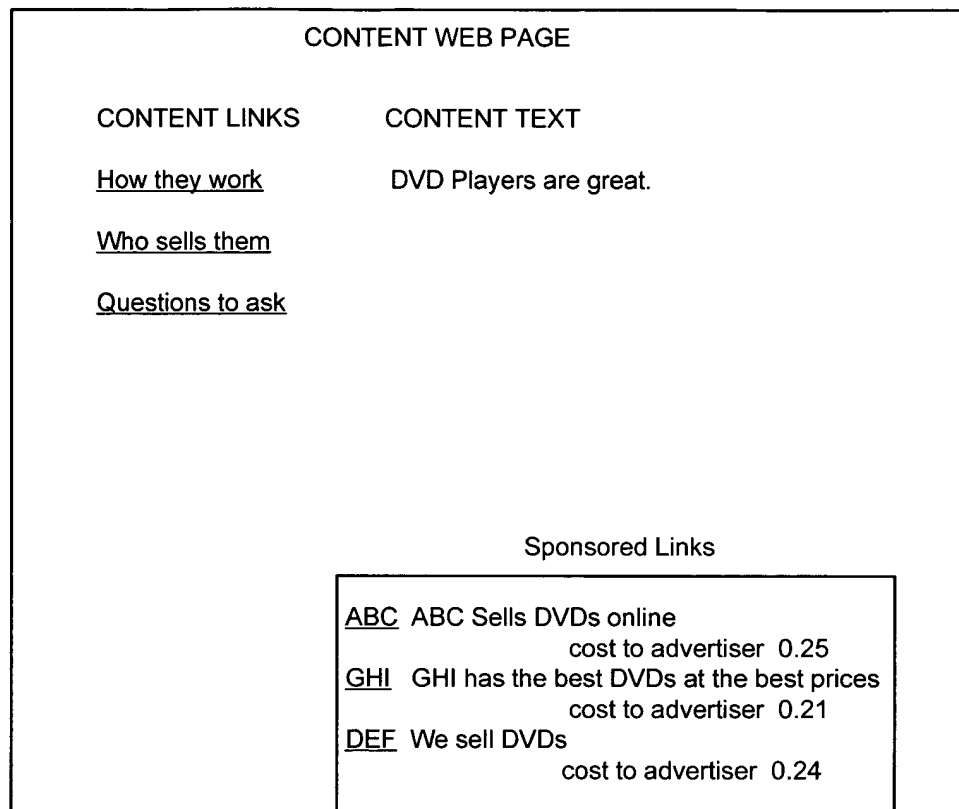


Fig. 18

Advertiser ABC, Inc.  
Keyword DVD

Advertisement	Period	RPM
Ad #1	8/15/02 0400-1200	50.00
Ad #2	8/15/02 0400-1200	47.00
Ad #3	8/15/02 0400-1200	51.00
Ad #1	8/15/02 1200-1800	50.00
Ad #2	8/15/02 1200-0800	40.00
Ad #3	8/15/02 1200-1800	56.00
Ad #1	8/15/02 1800-2400	50.00
Ad #2	8/15/02 1800-2400	51.00
Ad #3	8/15/02 1800-2400	42.00
Ad #1	8/15/02 0000-0400	50.00
Ad #2	8/15/02 0000-0400	32.00
Ad #3	8/15/02 0000-0400	40.00

Fig. 19

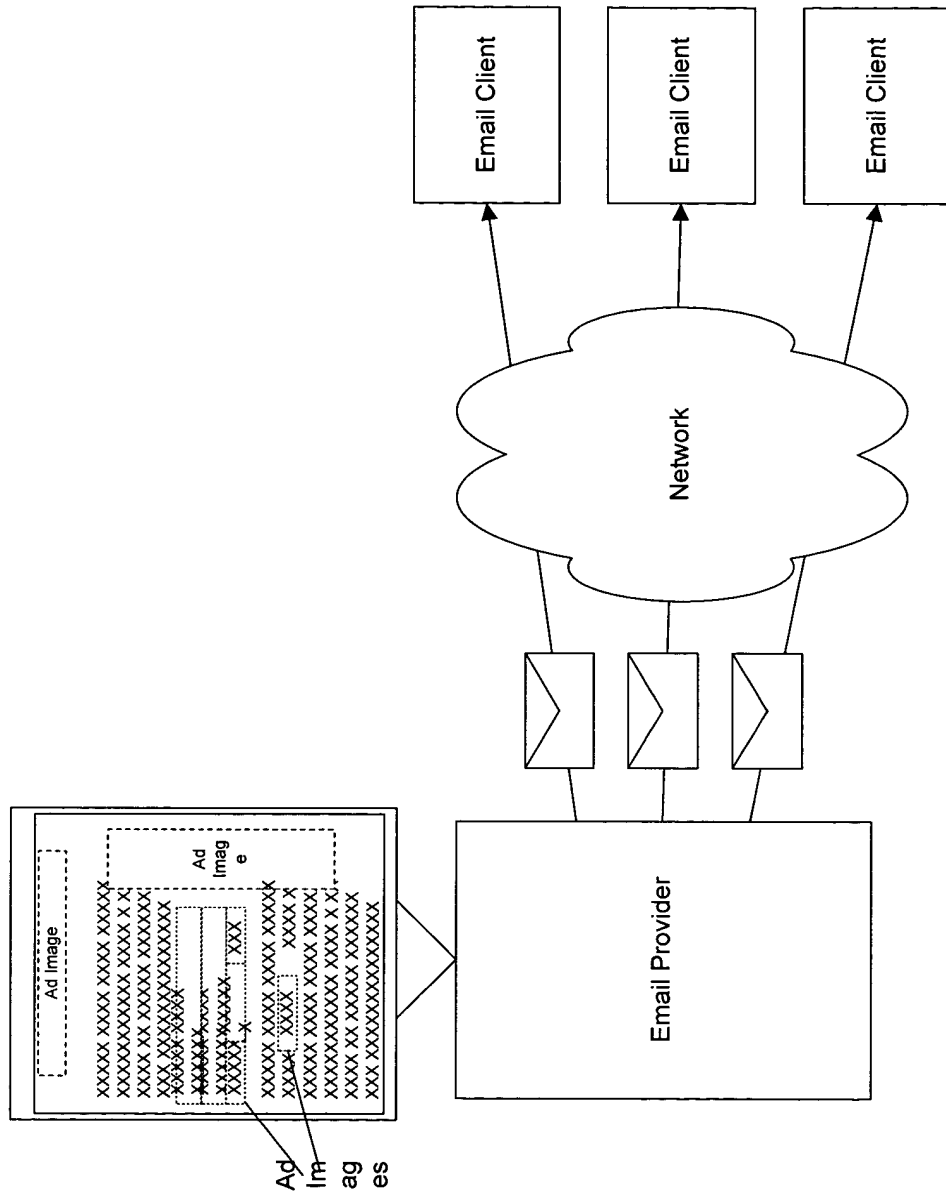


Fig. 20

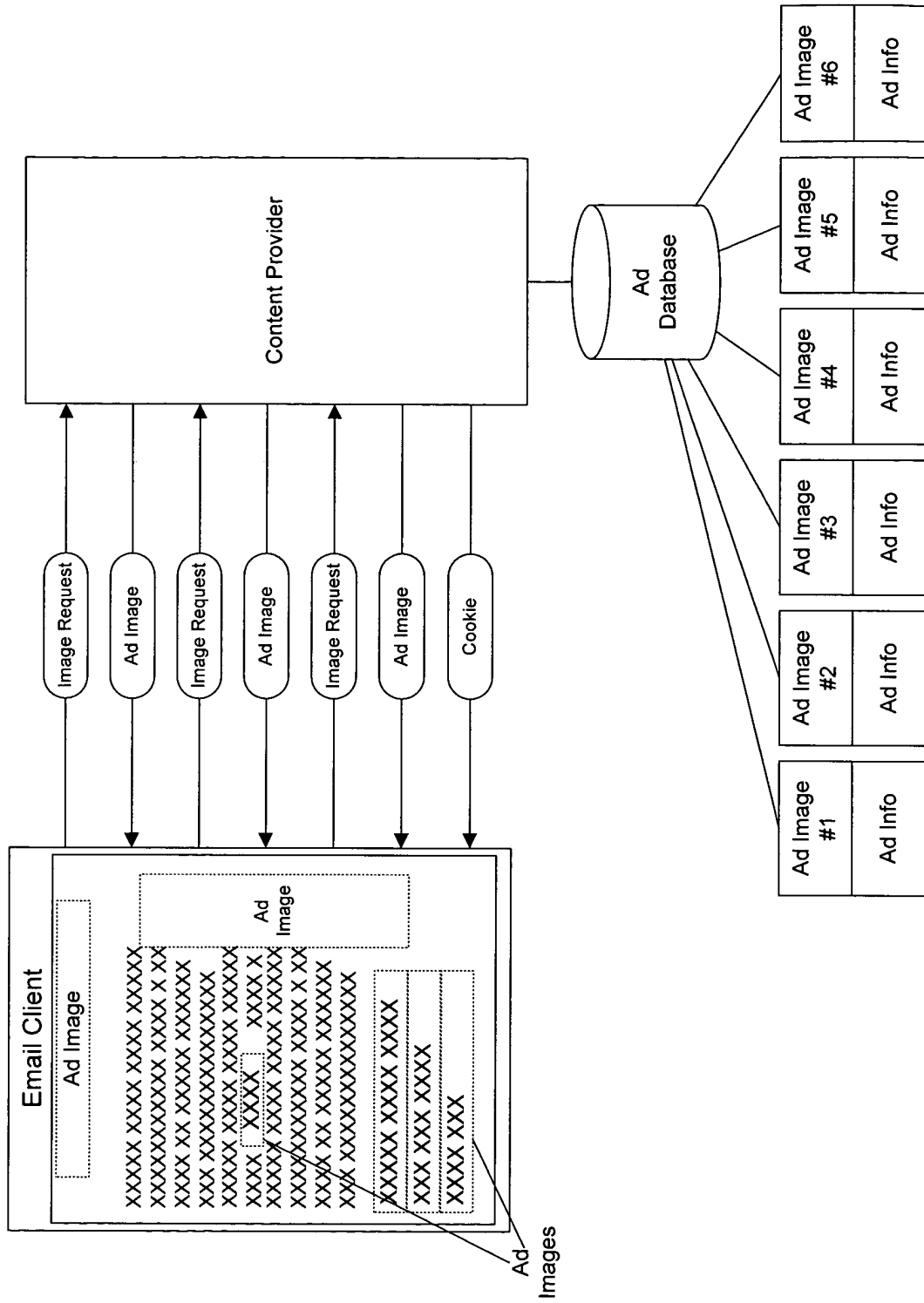


Fig. 21

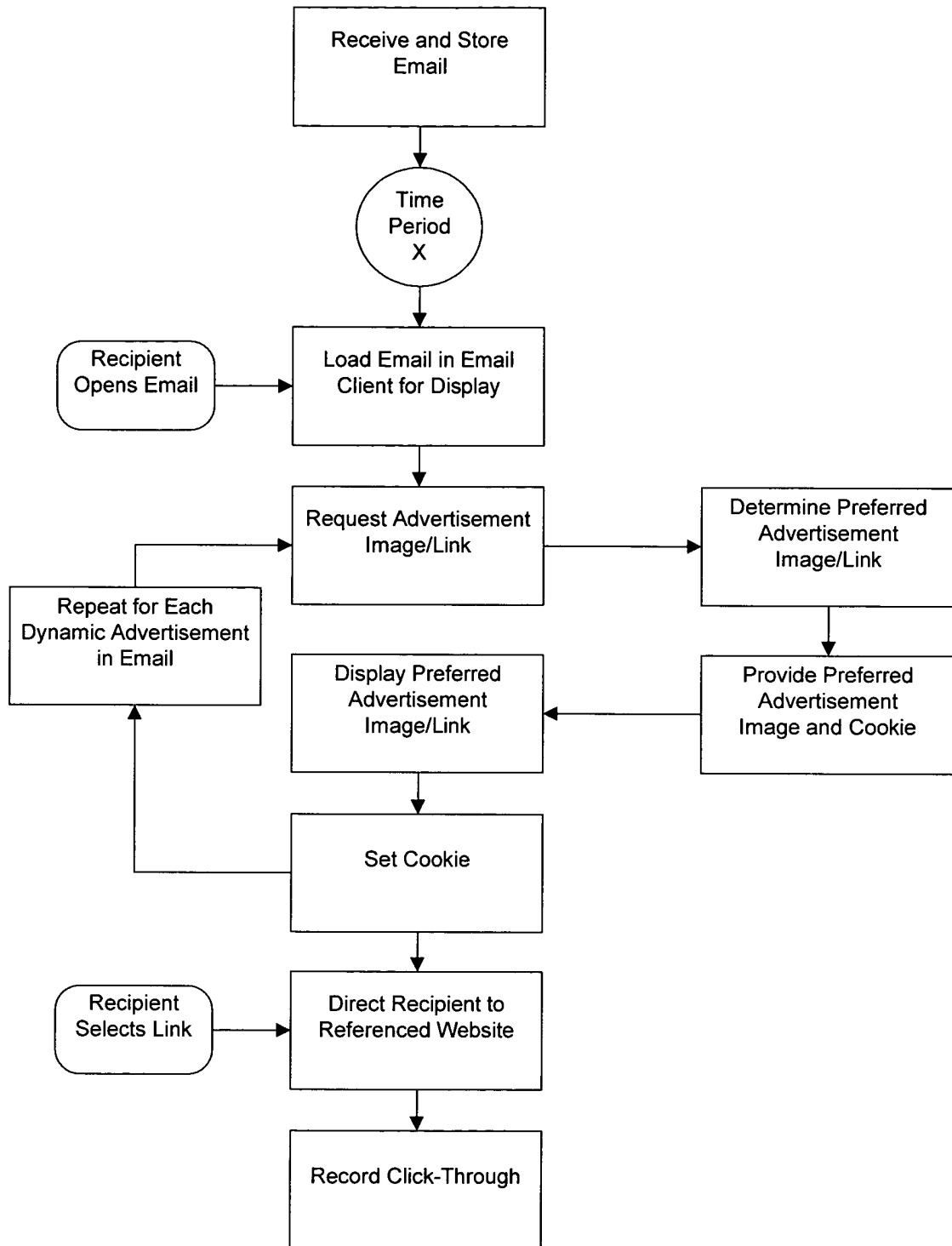


Fig. 22

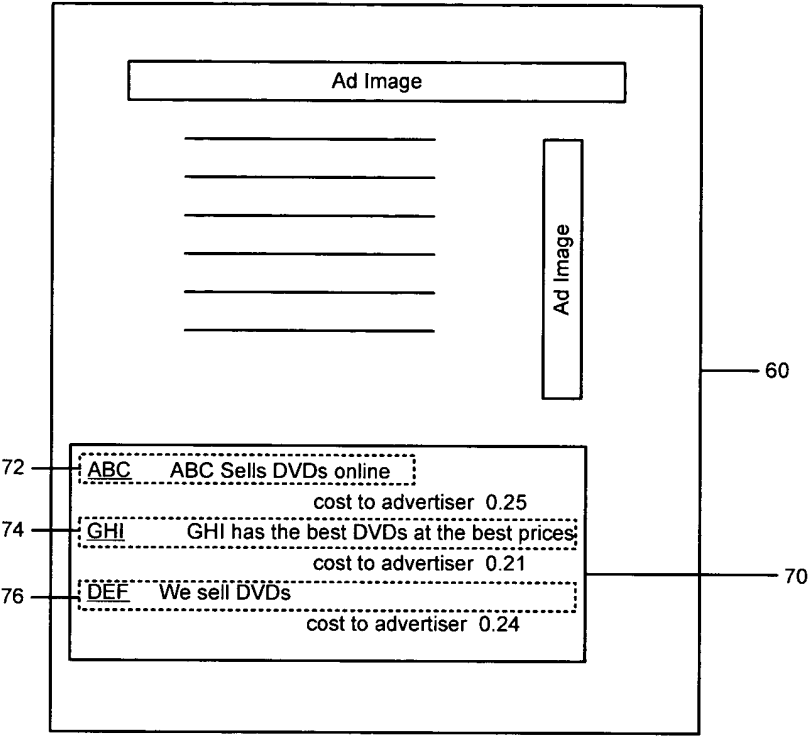


Fig. 23